

Committee For Better Government Urges Election Of Michael J. Murtagh As Mayor

Mike Murtagh B.C. Graduate F.B.I. Employee



GOOD REASONS why Michael J. Murtagh wants Peabody to be the best city in the state, a wife and four children. This is the Murtagh family. In the photo is "Mike" holding little Diana Marie. Mrs. Murtagh is holding Baby Thomas Paul, who doesn't seem to like having his picture taken. In front are Michael Joseph (left) and Marie Theresa.

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Michael J. Murtagh, candidate for mayor of Peabody, was born in the Quinlan Square section of the city. He later lived in the Wilson Square area and now lives at 8 Laurine Rd., with his wife, Lillian, and their four children.

He was graduated from St. John's grammar school and St. John's Preparatory School in Danvers. He then entered the United States Navy and served with the sixth fleet in the Mediterranean area for more than two years.

Receiving his discharge from the Navy, he resumed his education at Boston College and was graduated with a Bachelor of Science degree in business administration, with a major in accounting. He furthered his education by taking the certified public accounting review at Northeastern University.

He was associated with the Federal Bureau of Investigation for more than two years, and then entered the public accountant profession with Joseph Froggatt & Co., specialists in the insurance business and served in the firm's New York office. He has also served as an insurance examiner for the states of New Hampshire and Vermont.

Returning to Peabody he opened his own insurance agency at Chestnut and Lowell Sts. and has attained considerable success as a business man. Two years ago he was elected to the city council by the voters of Ward Five and is at present serving in that position.

Michael Murtagh's Mayoralty Program For Improving City

Dear Friend:

In asking you to entrust me with the greatest responsibility you can place in a public official, it is my duty to offer you my program in an honest, straightforward and sincere manner. I do so truthfully and directly and I am confident it will meet with the approval of all fair-minded men and women who favor constructive thoughts and progressive recommendations.

MURTAGH AS YOUR MAYOR

WILL strive to give Peabody a lower tax rate by applying intelligent business methods to municipal operation, eliminating waste and by receiving a dollar's worth of value for every dollar expended.

WILL appoint an active and progressive Industrial Commission to bring new business to the city so that Peabody will have additional pay envelopes.

WILL work diligently for industrial expansion so that the tax base may be strengthened and the tax rate lowered.

WILL eliminate extravagance and unnecessary expenditures by asking for bids on all city purchases, with local firms favored at all times when possible.

WILL demand that all contracts be awarded to the lowest responsible bidder and that contracts be available to every citizen for inspection. There will be no secrecy in the conduct of the public's business.

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The Mayor Hasn't Given You All The Facts – Many Withheld

The mayor has prided himself on “dealing in facts”, but it is obvious that he has given the voters only the facts he thinks they should know. Why has he withheld the most important facts? Why has he failed to give the voters all the information to which they are entitled? For instance:

WHAT ARE THE FACTS of the Spring Pond project, awarded to the Deschenes Construction Company, which was incorporated last December, of which the mayor's brother-in-law, Jean Chalifour, is manager?

WHAT ARE THE FACTS concerning the thousands of tons of high grade sand and gravel removed from this area beyond the terms of the contract and sold by the Deschenes company, for which the city received not a penny? Is that his idea of “continued progress”?

WHAT ARE THE FACTS of the “Christmas gift” of land known as the Crystal Lake area, to Jean Chalifour, the mayor's brother-in-law, from Campanelli Builders, Inc., just a month before Adams, Howard and Greeley, consultants made a report recommending this section as a public recreation area? That is “continued progress” for whom?

WHAT ARE THE FACTS about this land? Does the mayor intend to have the city buy the land from his brother-in-law as a site for a recreational area? Will there be another looting of sand and gravel as at Spring Pond?

WHAT ARE THE FACTS concerning the transfer of seven acres of land on Russell Street by Jean Chalifour, the mayor's brother-in-law, the identical location recommended by Fay, Spofford and Thorndike, consultants, for the installation of a 500,000 gallon water storage tank. Is that continued progress? For whom?

WHAT ARE THE FACTS concerning the sale by the city of 16½ acres of land to Ralph C. Smithson, Jr., Beverly real estate operator, for \$4,000? This land is now part of the great shopping center area. It was transferred by Smithson to Prospect Park, Inc., and is now owned by Norsco Corporation as a result of a merger of Norsco and Prospect Park, Inc. Norsco Corporation sold 14 acres of land in another part of the area to Filene's for \$68,000. The mayor sold 16½ acres for \$4,000. Is that continued progress?

WHAT ARE THE FACTS concerning the Industrial Commission, composed of civic-minded citizens, appointed by the mayor to serve without pay? Why did the mayor fail to attend a single meeting of this commission? Why did he withhold from the commission and from the Chamber of Commerce, all information concerning his negotiations with Cabot, Cabot & Forbes and Filene's, even though the commission was his own idea and the Chamber was responsible to a great extent for the progress made? Just the facts, Mr. Mayor?

WHAT ARE THE FACTS of the mayor's complete lack of interest and initiative in the great number of industrial firms leaving the city? Morrill Leather Co. is moving to Bellingham. Universal Tanning Co. moved to Maine, Roberts Tanning gave up their business here, B. E. Cox Co. has moved to Maine, the Irving Tanning Co. is no longer in Peabody, the former Regis plant is being torn down and the firm is in business in New Hampshire. Hundreds of thousands of dollars have been lost to Peabody workers in pay envelopes, and hundreds of thousands more in revenue to the city, yet the mayor made no attempt to retain any of these industries. That is the “progress” he asks to have continued!

WHAT ARE THE FACTS concerning the mayor's approval of the proposed state sales tax? Why should he want residents of this industrial city to pay a three per cent tax on many articles? Wouldn't it be the same as giving our workers a pay cut at a time when pay envelopes are stretched to the limit to provide common necessities? Is that “continued progress” for the workers?

WHAT ARE THE FACTS on the mayor's change of mind on matters of great importance to the city? As a councillor he advocated that city property be sold at public auction, but as mayor

Tax Rates In Communities Of Comparative Populations

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|-------------|-------|
| Woburn | 46.00 |
| Westfield | 46.00 |
| Attleboro | 50.90 |
| Framingham | 53.00 |
| Gardner | 55.00 |
| Milton | 56.20 |
| Leominster | 59.00 |
| Melrose | 59.80 |
| North Adams | 60.00 |
| Northampton | 61.00 |
| Gloucester | 63.80 |
| Methuen | 65.00 |
| PEABODY | 66.80 |

HIGH ENOUGH?

ELECT MURTAGH MAYOR

He'll Get Things Done!

the only property he sold at auction was the old Kiley school — the building only, not the land. As a councillor he opposed the construction of a shopping center, yet he now claims credit for it.

WHAT ARE THE FACTS concerning the mayor's plans to perpetuate himself in office? When campaigning for office six years ago he made the following statement: “It is a matter of public record that a man who holds office too long creates his own dynasty.” Speaking at the Rotary Club late in 1952 he made the following statement: “I hope I have a second term to carry some of my plans to completion, but I am not interested in a third term.” Why is he now seeking a FOURTH term?

WHAT ARE THE FACTS concerning the high tax rate of \$66.80? Isn't it true, Mr. Mayor, that if you had not resorted to “deficit financing” the rate would be between two and three dollars higher than at present for this year? Just the facts, please?

WHAT ARE THE FACTS of the sewerage problem? Why has the mayor carefully avoided any discussion of this important subject?

Murtagh as your mayor will give Peabody a clean and progressive administration and the far-sighted leadership which these crucial times demand. He will champion the principles and ideals so close to the hearts of every man, woman and child in the city. The result of the coming election will definitely affect the welfare of your family, your neighborhood and your city. All residents have a personal stake in the outcome. There is a fight to be won. Vote wisely —

ELECT MURTAGH MAYOR

Visit To Every Home Desire Of Murtagh

As the campaign for mayor draws to a close, Candidate Michael J. Murtagh expresses one regret — that it was impossible for him to visit every voter in the city personally to state his qualifications for mayor and to give his plans for improving the city and decreasing the tax rate.

"I wanted to hear the ideas of the voters concerning municipal government and have them tell me what they expect from the mayor of the city," he said. "Because of the large number of voters, the activity of the campaign and the job of making a living, it was impossible for me to meet and talk individually with every voter. I have tried to reach them all through the mediums of the radio, newspapers and campaign literature."

"I wanted to ask them for their active support of my candidacy," he continued. "I have no political machine to whip voters into line. I have no so-called political hangers-on. I have no vested interests backing my candidacy. I cannot afford a payroll of political workers to go around canvassing homes. I have reached as many voters as possible, but I regret I have been unable to see and talk with all of them. I am asking those who read this message to support my candidacy, to take an interest in good, clean, sincere performance of duty and good government, and to work along with me."

"I am a family man with four children, the oldest of which is now five years of age. I have been honest and sincere in my campaign talks and you may be sure that no act of mine shall ever bring the least embarrassment or shame to my children."

"In serving you as mayor," he concluded, "I promise you honest, intelligent, conscientious and faithful service. I thank you for reading this message and for any consideration you may give to my candidacy."

Voting Hours

Polls will be open in Peabody from 10 a.m. to 8 p.m. for the State Election, November 5th.

A Message From Mrs. Murtagh To All The Voters Of Peabody

It has been said many times that "You have to live with a man to know him." As the wife of Michael Murtagh, I have lived with him for years and I think I know him better than anyone else in the city. That is why I am writing this statement.

I know Mike as a devoted husband, an affectionate father, a fine family man. We have four children and like thousands of others in Peabody we are struggling to give them a proper bringing-up. My husband well knows the value of a dollar and the problems of home and fireside, because he has had to work for everything he has received.

I wish you could know Mike Murtagh as I know him. Granted that as his wife I am prejudiced in his favor, his many excellent qualities must be plainly visible to those of you who have followed his political progress. The same warm-heartedness, integrity and sincerity that he has displayed in our home has been evidenced in his every act as a member of the city council and in the operation of his own business.

I ask you to use care in voting for the next mayor of Peabody. Use the same judgment you use when shrewdly shopping for provisions and household necessities, keeping in mind the cost, the quality and the upkeep.

I know my husband will make an excellent mayor, just as he has made an excellent husband and father. I want you to know it, too. He will prove that he merits your confidence by providing the efficient leadership that is so vitally needed at the present time.

Please vote at the city election. I believe a vote for Michael Murtagh is a vote for the betterment of Peabody. I hope you believe that also. Women's goodness and strength can be a factor in the election, and I hope it will be used to preserve for our children the opportunities that are their birthright.

I assure you that I will be deeply appreciative of your consideration of my husband's candidacy.

Sincerely yours,

Lillian Murtagh



YOUTH RECREATION is somewhat hampered by playgrounds like that pictured above. This is the Marr playground and doesn't look too inviting as a means of developing the bodies of boys and girls. Murtagh as mayor will inaugurate a planned and co-ordinated recreational program.

Peabody Tax Base Must Be Strengthened

There is considerable difference between a city's tax rate and tax base. If the tax base is weak the tax rate is high. Revenue upon which a city operates comes, for the most part, from taxes and the taxes come from three sources mainly, business taxes, industrial taxes and residential taxes.

Until the last decade or so, many communities preferred to be entirely residential and as a result taxes came only from home owners. A movement to the suburbs started and gained momentum with the result that the residential communities had to expand to take care of the influx of new residents.

These communities found it necessary to build new streets and sidewalks in newly-developed sections, to supply water and sewers, to expand rubbish and garbage collections, to increase fire and police departments and to build new schools.

The majority of the new families had children and the communities found that the costs of providing education and the other services was greatly in excess of the revenue received from the home owners in taxes.

Tax rates jumped and it became apparent that tax bases had to be strengthened. Communities, heretofore strictly residential, sought business and industrial firms. Some developed land and made industrial parks. Some offered alluring inducements to firms.

Peabody has always been an industrial city, but in recent years it has lost many of its industries.

This exodus must be halted. The way to halt it, it appears, is to elect Michael J. Murtagh as mayor.

The time has now come when the tax base must be strengthened or the Peabody tax rate will soar to new heights. The only way it can be strengthened is by bringing new business and industry into the city.

In his campaign program, Michael J. Murtagh has declared that he will appoint an active and progressive Industrial Commission to bring back Peabody's industries and restore lost pay envelopes.



PILED HIGH in the Spring Pond area are thousands of tons of high grade sand and gravel awaiting trucks to take it away to be sold, but the city gets not a penny from the sales. The Deschenes company was given this contract. The mayor's brother-in-law, Jean Chalifour, is manager of the company.

\$66.80
High Enough?

Polling Places

Ward 1, Prec. 1: South School, Maple Street entrance.

Prec. 2: Brown School, Lynn Street.

Ward 2: Polish Hall, Winter St.

Ward 3: St. Paul Guild House, Washington Street.

Ward 4: Post AMVETS Hall, Tremont Street.

Ward 5, Prec. 1: Carroll School, North End Street.

Prec. 2: Farnsworth School, Central Street.

Ward 6, Prec. 1: City Hall

Prec. 2: Center School, by Ellsworth Road entrance.

Prec. 3: McGivern's Furniture, Lowell St. entrance

Prec. 4: Kiley Bros. Memorial School, Johnson Street entrance.

Phil Wants To Talk To You

**But Not About
The Land Deeded
To His Brother-In-Law**

Murtagh's Mayoralty Program —

(Continued from first page)

WILL eliminate patronage — the giving of city jobs to political pets.

WILL meet the problem of needed parking areas and expedite plans for off-street parking in order that our merchants will get a full share of business to which they are entitled.

WILL have periodic traffic studies made and safety campaigns conducted in order that we may have lower auto insurance rates.

WILL inaugurate a planned and co-ordinated youth recreation program for the better training of boys and girls. Healthy bodies make healthy minds.

WILL eliminate political bickering in dealing with school problems in order that a more improved educational system may be possible.

WILL co-operate with the city council and the various city departments so that harmony and understanding will prevail.

WILL always be available to the people and there will be an "Open Door" policy at City Hall, with personal and friendly service.

WILL not avoid the serious sewerage problem, but will meet it face to face, taking such action as is consistent with the financial condition of the city.

WILL conduct his administration for all the people, with equal recognition accorded the residents of every ward and section of the city.

WILL give Peabody the leadership these demanding times require, and honest and business-like administration.

WILL have no political favorites, but will treat all with fairness.

It is the right of the people to expect that the mayor they elect to serve them will conduct the duties of the office with efficiency. It will be my responsibility to be deserving of the trust that you repose in me. I offer this program to you as a solemn covenant, to the fulfillment of which I pledge my integrity and my strength.

I ask you to join me in my campaign to make Peabody a better city. It is a task which will require your co-operation and good will. Confident that I will receive both, I extend my appreciation and gratitude to you.

Sincerely yours,

Michael J. Murtagh